Plan for Referendum 2013

Office of the Vice President Finance
Presented by: Joaquin Acevedo & Caroline Wong
Summary

- Purpose
- AMS Team
- Timeline
- Budget
- Action!
We Need a Referendum…

• Growing Deficit

General Surplus/(Deficit)
We Need a Referendum...

• Housekeeping By-Law Changes
What’s At Stake?

• Stability of Society
• Advocacy Initiatives
• Support to Clubs & Constituencies
• Service to Students
• Recruitment & Retention
Our Team

- Constituencies
  - Communication Feedback
  - Advocates

- Referendum Team
  - Organizes Yes! Campaign
  - 4 Team Leaders
  - Community Engagement

- Committee
  - Listening to Feedback
  - Preparing Questions
  - Strategy
The Plan

October
- Report Data Collection and Analysis
- Referendum Coordinator Hired
- Ad-Hoc Committee

November
- VP Finance Recommendations
- AMS Information Campaign
- Referendum Team Engagement
- Feedback incorporated

December
- Referendum Team Preparations
- Referendum Team Engages Student Groups

January
- Referendum Called
- Yes! Campaign Begins
- Student and Group Engagement
- Referendum Passes

AMS Financial Stability for Years to Come!
## Cost

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Elections Team</td>
<td>$9,695</td>
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<tr>
<td>Video</td>
<td>$600</td>
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<td>Posters</td>
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<tr>
<td>Promotional Material</td>
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<td>Other</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>$14,540</strong></td>
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</table>
Let’s Do This!

- Leave a Legacy
- Success is OUR Responsibility